

# SAMPLE COPY FOR ORGANIZATIONAL NEWSLETTERS

## National Infant Immunization Week (A Week of Opportunity)

Immunization rates in our country are far too low, posing a threat to the health of our children. Approximately one in four newborn to 2-year-old children in the United States is not properly immunized against infectious and potentially deadly diseases, such as measles, whooping cough, and diphtheria.

The good news is that more children in the past few years have been vaccinated than ever before. This is due in large part to the efforts of thousands of individuals throughout our communities. These community members have worked diligently to raise awareness about childhood immunizations and ensure that underimmunized children in high-risk communities receive their necessary vaccinations.

Community efforts are needed to reach the goal of immunizing at least 90 percent of America's 2-year-olds by the year 2000. National Infant Immunization Week, April 16-22, 2000, will highlight the role we all play in raising infant immunization rates across the country. The campaign offers communities the opportunity to promote childhood vaccinations and to build awareness about the important role that communities play in this effort. **(Insert a sentence about the organization's specific activities.)** Together, we can carry the immunization message to our communities, cities, and counties throughout the Nation. This year's message is Immunization: Our Work Has Just Begun.

Presently, the greatest challenges facing infant immunization revolve around the public perception that we do not have a childhood immunization problem in this country. Other issues such as violence, drug abuse, education, and other health problems tend to garner the most media attention and public interest, and as a result immunization does not get the attention it deserves. But we do have a problem: too few children in our communities are immunized.

Through combined local, regional, and national efforts, National Infant Immunization Week can help to raise infant immunization rates and bring in more diverse partners to contribute to the effort to protect our Nation's children.

To learn how you can get involved with local immunization activities, call **(insert name of activity coordinator)**. To learn more about immunization including schedules, call 1-800-232-2522 (English) or 1-800-232-0233 (Spanish).

NATIONAL  
INFANT  
IMMUNIZATION  
WEEK

APRIL 16-22, 2000